

HOW TO DO BUSINESS IN

GOODING IDAHO

DETAILED STEPS FOR STARTING
OR EXPANDING YOUR BUSINESS
WITH REAL SUCCESS STORIES



SOUTHERN IDAHO: SUCCESS STARTS HERE

SOUTHERNIDAHO.ORG

YOUR GUIDE TO DOING BUSINESS IN GOODING

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WHY GOODING?

A proud Magic Valley community, Gooding is located 30 miles northwest of Twin Falls. Gooding is home to major employers like Glanbia and North Canyon Medical Center and, as a hub for transportation, the city also features Union Pacific rail service, numerous trucking companies, and a recently expanded general aviation airport with over a mile of runway.

Its long tradition of ranching and farming is attributed to the two rivers in the area: Big Wood River and Little Wood River. Gooding still maintains that “small town” feel while offering the amenities of a much larger community, like diverse dining experiences and a great education system. There are opportunities for outdoor recreation, like hunting, hiking, skiing, and kayaking in their backyard—and don’t forget to explore the Little City of Rocks just 10 miles north of town!

As a great place to live and explore the outdoors, Gooding is also an ideal location to do business and is here to help your venture succeed.

WHERE DO YOU START?

Starting a business can be frustrating and can often leave you wondering where to even begin. In the following pages, we’ll outline everything you need to know to get started. And, of course, if you have questions along the way, our team is here to connect you to the answers you need.



PERMITS, LICENSES, ORDINANCES AND MORE

PERMITS

Receiving permits to start your business is a key step in the process. You'll need to reach out to the local city office to find out what local, state, or federal guidelines you will need to follow, what forms to fill out, and where and how your business can set up shop.

When it's time to get permits ready, contact the city of Gooding: [208-934-5669](tel:208-934-5669)

ORDINANCES

Understanding local ordinances is highly recommended, since they regulate a large portion of business activity (i.e. noise, snow removal, pet restrictions, and building and zoning regulations, etc.).

Call the city to understand its ordinances and how they affect your business: [208-934-5669](tel:208-934-5669)

PLANNING & ZONING

Knowing where your business can operate and what rules that property must follow is another essential part of getting your business off the ground. You will often need to meet with the city's P&Z committee to receive approval for using a specific property or area.

For a Gooding P&Z map or to coordinate a meeting, call Gooding P&Z: [208-934-5669](tel:208-934-5669)

FORMS, FORMS & MORE FORMS

There are many forms to fill out, but luckily, the Idaho Secretary of State's website makes it easy. At the link below, you'll find forms to incorporate a business, register your business name or trademark, notary information, and more specifically in the state of Idaho:

sos.idaho.gov/business-services-resources

PRO TIP:

**"GIVE IT TIME TO GROW.
SET GOALS AND WORK
TOWARDS THEM. SUCCESS
TAKES TIME AND MONEY,
AND NOT VERY OFTEN DO
THOSE THINGS COME
WITHOUT SACRIFICE AND
PERSISTENCE."**

AUSTIN TURNER, owner
TURNER STALLS in Gooding, Idaho

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FINANCING AND INCENTIVES

Idaho and the Magic Valley are business friendly. The state of Idaho and Gooding County offer many incentives to help get your business started on the right foot and give you financial stability. Some of these incentives include:

Idaho Tax Reimbursement Incentive

The Tax Reimbursement Incentive (TRI) is a performance-based incentive featuring a tax credit of up to 30% for up to 15 years on new state tax revenues generated by companies seeking to expand in or relocate to Idaho by adding new, qualifying jobs.

Property Tax Exemption

In Gooding County, businesses investing at least \$500,000 in new or existing non-retail, commercial or industrial facilities, may qualify for a full or partial property tax exemption for up to five years.

Workforce Development Reimbursements

Receive up to \$3,000 in cash reimbursements for the training of new full-time employees or for helping retain employees facing permanent layoff through workforce development training reimbursements.

Visit the link below for more information on qualifying incentives:

commerce.idaho.gov/incentives-and-financing/incentives

Questions or need assistance?

Contact the Southern Idaho Economic Development REDS team:

[208-732-6459](tel:208-732-6459) or southernidaho.org/contact



COMMUNITY PARTNERS

Southern Idaho Economic Development

Southern Idaho Economic Development is the Magic Valley's single-point contact for business relocation, expansion and talent growth. Our Rural Economic Development Services (REDS) program serves Gooding and other surrounding rural communities. REDS can help connect you to appropriate state agencies, grants and funding, as well as free marketing trainings on social media, website development, and more. southernidaho.org

Region IV Development Association

RIVDA can help small businesses from startups to expansions and can partner with banks or work individually to provide financing for real estate, equipment, inventory, tenant improvements, and working capital. rivda.org

Small Business Administration

The SBA connects entrepreneurs with lenders and funding to help them plan, start, and grow their business. sba.gov

Small Business Development Center

SBDC provides guidance on business planning, market research, cost analysis and more. The one-on-one business consulting can be invaluable to any potential business owner. idahosbdc.org

Idaho Department of Commerce

Idaho Commerce leverages federal and state resources to help with financing for facility expansions, identifying Idaho tax incentives, finding workforce development and grant opportunities, and more. commerce.idaho.gov

Gooding Chamber of Commerce

The Gooding Chamber of Commerce is the recognized resource and celebrated leader for the Gooding business community. goodingchamber.org

College of Southern Idaho Workforce Development & Training

CSI Workforce Development & Training offers exceptional business and technical training for regional and national/international companies located in the Magic Valley. workforce.csi.edu

Idaho Department of Labor

IDOL can help find qualified candidates in your talent search. labor.idaho.gov

Business Plus

Business Plus is a partnership of influential business leaders joining forces to create regional economic stability and business growth opportunities. businessplusinc.org



EXPAND YOUR BUSINESS IN GOODING

When it's time to expand your business, you can take similar steps and utilize the same community partners and incentives outlined in the previous sections. If it's time to expand your reach outside the United States, here are a few resources to begin international trading and exports.

State Trade Expansion Program

STEP is funded in part through a grant with the U.S. Small Business Administration (SBA) and is administered by Idaho Commerce. The goals of STEP are to increase the number of small businesses that export, increase the value of exports and increase the number of small businesses exploring significant new trade opportunities. bit.ly/IDstepgrant

Top Export Locations

Idaho exports grew from \$2 billion in 2003 to \$4.2 billion in 2018. Idaho companies are selling goods and services to 162 countries, including Taiwan, Canada, China, Mexico, and more. bit.ly/IDexports

Trade Missions

Trade missions are an opportunity to pursue potential business partnerships, make contacts, and open doors in foreign markets. They are extremely targeted events that often result in increased sales or company representation in new foreign markets. bit.ly/IDtrademission

Trade officers in East Asia, China, Mexico

Idaho's international trade office managers are here to guide you through all the steps of expanding into foreign markets. bit.ly/IDtradeofficers



SUCCESS STORY: TURNER STALLS

From three stalls to 94K sq. ft.

Like all good things, Turner Inc. began as a solution to a problem. Chuck Turner owned a construction business building dairy parlors and milked about 75 cows in a 3-stall side-opening parlor. He needed a way to move cows through the parlor quicker, so Chuck converted his parlor into a single-8 parallel parlor. This parlor was the foundation of Turner's ideology of building the toughest, longest-lasting stalls available and is still in use today.

In 1996, Chuck converted his father's old gas station into Turner's first manufacturing facility. They went from 500 stalls in their first year of manufacturing to 800 stalls the next.

While the original Turner Parlor Stall design was clearly a success, they've never been satisfied with the status quo. With that in mind, Turner has continued to evolve and innovate breakthrough products. In 2006, the manufacturing moved just down the street to a larger facility. That space was soon outgrown as well, requiring expansions in 2013 and 2017. Now Turner's manufacturing facility includes 18 acres for storage and 94,000 square feet of manufacturing space.

More information:
1905 East 2000 South
Gooding, ID 83330
dairystalls.com



**SOUTHERN
IDAHO** ECONOMIC
DEVELOPMENT

For more information and/or to contact
Southern Idaho Economic Development, visit:

SOUTHERNIDAHO.ORG